

Message Text

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PAGE 01 STATE 300398

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----- 128035

R 221806Z DEC 75
FM SECSTATE WASHDC
TO AMEMBASSY STOCKHOLM

UNCLAS STATE 300398

E.O. 11652 NA

TAGS: BEXP, SW

SUBJECT: TABY CENTRUM IN-STORE PROMOTION

REF: USDOC 18320

COMMERCE AUTHORIZES EMBASSY SIGN CONTRACT WITH TABY
CENTRUM.

PER REFTEL 25,000 DOLLARS HAS BEEN FUNDED BY COMMERCE TO
COVER REIMBURSEMENT OF PROMOTIONAL COSTS PROVIDED TABY
PURCHASE MINIMUM 250,000 DOLLARS U.S. CONSUMER GOODS,
F.O.B., U.S.

POST REQUESTED SUBMIT FOLLOWING INFORMATION SO THAT A
PROFILE MIGHT BE BUILT UP ON THE TABY CENTRUM IN-STORE
PROMOTION:

--- 1. A. PROJECTED VOLUME OF PURCHASES AT MANUFACTUR-
ERS SELLING PRICE.

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--- B. LIST PRODUCTS CATEGORIES TO BE FEATURED.

- C. NEW-TO-STORE PRODUCTS EXPECTED.
 - D. PURCHASING PLANS: ARE BUYERS' TEAMS, BUYING OFFICES, WHOLESALERS ETC. TO BE USED.
 - E. SALES PROMOTION PLANS: OUTLINE OF THE CON-TEMPLATED THEME, SPECIAL ADVERTISING, DISPLAYS, CONSUMER ATTRACTIONS, INCLUDING AMOUNT EXPECTED TO BE SPENT ON SALES PROMOTION.
 - F. DATES AND DURATION
 - G. NUMBER AND LOCATIONS OF OUTLETS INVOLVED.
- 2. SUPPORT SERVICES REQUESTED TO COMMERCE:
- A. ANY PROVISION FOR SPECIAL EXHIBITS, DECORATIONS.
 - B. ANY ASSISTANCE NEEDED FOR BUYING TEAMS TO BE SENT TO U.S. KISSINGER

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Margaret P. Grafeld
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